

N A K

I N T E G R A T E D M A R K E T I N G

Trade Show Secrets

贸易展的诀窍

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Despite the economic slowdown, trade shows continue to be a popular venue for face-to-face marketing. So the question becomes: How do you provide a greater ROI, generate more sales success and capture a bigger chunk of market share with your show investment.

The two word answer: lead management.

尽管经济放缓，贸易展仍旧是进行面对面营销的一个重要场所。接着，就产生了这样一个问题：如何提供一个更大的投资回报率，促成更多的成功的销售以及如何通过参展赢得更大的市场占有率。

答案只有六个字：客户关系管理。

It is said that 79% of all leads captured from the show floor go unfulfilled. Think about that. Companies that participate in trade shows are turning away nearly 8 out of every 10 potential customers. Does that make any sense?

Based on the money that you are spending to be at the show, you should rethink the process and move some of that funding from the exhibit to your lead response campaign.

有数据表明参加展会的客户中有79%没有获得他们期望的收获。请想象一下，参展的公司几乎正在拒绝八成的潜在客户。这难道不能说明问题吗？

为了让参展费用物有所值，你应该重新思考参加展会的流程，并将部分用于展会的资金投入客户反馈活动中去。

Here are the 13 trade show secrets that can make that shift in investment pay big dividends:

以下13条贸易展的诀窍也许能够让你对参展资金重新分配并获得丰厚的收益。

1. Plan, plan and plan.

How will your sales team respond to the leads; with emails, letters, or calls? You just cannot leave this decision to your sales team it is the joint responsibility of the Marketing and Sales departments to define the post show strategy prior to the show.

Many trade show lead programs are based on some sort of electronic scan provided by the show company or exhibit manager. Sure you get the files, the files are important, but they may not be the most important item in the plan.

What is most important is what you do or don't do with these names.

- 1计划的斟酌（计划，计划再计划）

销售团队是如何与客户联络的；用邮件，书信还是电话？你不能完全地把这一决定权交给你的销售团队。在参加展会之前，市场部和销售部就应该共同担负起责任来明确展会后的营销策略。

很多贸易展的客户方案是依据由展会公司或展会经理提供的一些电子扫描件而制定的。这些信息文件很重要，而你确实也拿到了这些文件，但是它们可能不是整个计划中最重要的一项。最重要的是你对该客户方案中所列的各个客户采取何种对策。

2. Qualify your leads.

You need to know more than just the name and address, you need to know about the lead, a demographic profile of who the lead is, where they are in the buying cycle and where they fit in your firms plans. Defining the lead is a job for your sales department; they and you need to have a clear understanding of what criteria will be used to qualify a lead.

2. 客户的鉴定

你需要知道的不仅仅是客户的名字和地址,而是要了解他们,包括他们的个人资料,他们采购周期中所处的位置以及他们是否适合你的企业计划。定义客户往往是销售部门的一项工作;他们和你都需要对鉴定客户的标准有一个清楚的认识。

3. Rate the leads.

Not everyone who stops by your exhibit, drops a card or is scanned into the system is worthy of a second look. Many firms have developed a rating system that based on the information provided and the firm's specific products and sales guidelines, against which each lead is measured and categorized. Traditionally you had three levels of sales: Hot, Warm and Cold. Today these three levels have been honed to a more scientific approach. You may need to develop your own rating system.

3 客户的评价

不是所有在你的展台前驻足观看的人,还是留给你名片的人,或是出现在展会所提供的客户名单中的人,都会值得你认真对待。很多公司依据展会所提供的客户信息和公司的具体产品和销售策略形成一个评估系统来慎重地挑选和归类每个客户。一般来说,客户不外乎以下三种:需盛情相待,要热心对待,可漠然视之。现在建立在这三种态度上的评估已经变得更加科学——每一个参展商都要形成自己的评估体系。

5 Who is in Charge?

Yes, you will need to appoint a person to run the lead management effort). No, you can't leave this to your sale force. They will cherry pick the leads based on their specific needs and desires, which may not always be in tune with corporate objectives. Have your Marketing or Sales manager run the program and use online technology to track any sales activity.

5 主管的指派

你需要指派一个人去具体负责客户关系的管理。你不能把这项任务交给你的销售人员。他们可能会依据他们个人的不同需要和喜好来筛选客户,而这与公司的目标往往不相协调。你需要指派你的营销部或销售部经理来负责客户管理,并使用在线技术追踪各项销售活动。

6. Communicate with your leads.

It's worth saying again, because it's such a startling statistic: Some 79% of all show leads go untouched. Truly a shame and a massive business error, keeping in touch with these leads can help you qualify and categorize the lead. Emails, letters, and yes, phone calls are considered "touching" your lead. Today text messaging, social networks, business groups such as LinkedIn all add in helping you keep in touch with leads generated at trade shows.

6 客户的沟通

这个数据值得我们再次引用,因为实在是很惊人:79%的参加展会的客户被忽视了。这确实是一个耻辱和巨大商业错误。和这些客户保持联系可以帮助你鉴定和归类这些客户。邮件,书信和电话被认为是联系客户的方式。现今,短信,社交网络,如LinkedIn的企业都可以帮助你参加贸易展的客户保持联系。

7. Personalize the reply.

Survey after survey indicates that personalization increases responses and brings you closer to the sale. Personalization (and survey) technology is

gaining traction and the level of personalization is no longer limited to names. Photos, objects and nearly any other thought or concept can help drive a personalization program.

7个性化的回复

众多调查表明个性化服务使客户回复的数量得到增加，也使成功销售的几率增大。个性化（和调查）技术越来越受到关注，个性化也不再局限于客户姓名层面。照片，实物以及几乎任何想法或是概念都有助于个性化服务的开展。

8. What is your ROI?

Starting any program without an understanding of the potential ROI is a major risk to your continued employment. Ask your marketing services provider for a reverse return on investment analysis or RROI. If they can't give you one, consider a change to different supplier. Linked to ROI is accountability and full online tracking dashboards.

8回报率预算

开展任何一个项目却不了解潜在的投资回报率，这对公司的持续发展来说是一个主要的风险。向你的市场营销服务机构要一份投资分析或是投资回报率的反馈报告。如果他们无法提供，那就考虑转投其他此类机构。投资回报率的链接很具有说明性，而且能够提供各种在线市场跟踪数据。

9. Make the Cold Call a Warm Experience.

The more you know about your leads and more you have communicated with them adds warmth to the meeting. Walking into a meeting with just a name is sales suicide. What you need to develop is a detailed understanding of the prospect's needs. Not only will this save you the cost of a cold call but it will prove to the prospect that the sales call has value and is not going to be a fishing trip.

9电话冷遇的终结

对你的客户了解越多，交流越多，那么你们互相见面就会更加热情。在会面时，如果仅仅只知道客户的名字，那就相当于扼杀了销售机会。你需要的是对潜在客户需求有更详细深入的了解。这不仅避免了你在销售电话中遭遇冷淡，同时也向这个潜在客户证明这个电话有价值的，而不是随意，毫无针对性的。

10. Survey your leads.

In today's world of costly sales visits, the more you know the better you can determine if the lead is worth following up. Online intelligent survey tools and select downloads provide you with an inside look into the mind of the prospect

10客户的调查

在当今高成本的销售拜访中，你了解的更多，就更有利于决定这个客户是否值得继续跟踪。在线智能测量工具和专用下载文件能使你洞察潜在客户的心思。

11. Track your leads.

You need to track the lead from the capture right to the sales meeting and beyond. Knowing what to say, what to send and what position to take at the meeting is part of the tracking effort. Understanding why some sales people are setting up meetings and others are not can be more clearly understood if you track the program's progress. You may discover that those salespeople with

higher rates of conversions to sales are using sales techniques that could help you entire effort.

11客户的追踪

从结识客户，到销售会面过程当中以及之后，你都要追踪你的客户。确定在销售会面中谈论什么，传达什么以及坚持怎样的立场是追踪活动的部分内容。如果你追踪这个项目进展，就会更清楚地理解为什么一些销售人员要举行销售会议，而其他销售人员不这么做。你可能发现那些销售业绩比较好的销售人员会运用营销技巧，这些在整个销售活动中都很有作用。

12. Take Action.

Does the sales call close the effort? No, an ongoing sales effort needs to be developed. Customers like to be kept informed; they want to understand your products and the benefits that those products provide to their business needs. If you are not telling them, they are not going to know about your summer sale, your next show or a new product offering. Action can be defined and linked to secret number six. But communication alone does not make the sale. Follow up, cross selling and up selling are all actionable items.

12销售活动的进行

营销电话之后就等于营销活动结束了吗？不，我们仍需努力。客户们希望保持消息灵通，他们想了解你们的产品以及这些产品带给他们的利益。如果你不告诉他们，他们将不知道你们的夏季营销计划，你们的下一场贸易展或是一个新产品的推出。销售活动需要确定并和第六条诀窍联系起来。但单纯靠与客户交流不能完成营销。行动起来，采取交叉销售方法和向上销售方法。

Call me.

Now that you reviewed the 12 points above, you may have some questions, comments, and concerns or just need some advice. Call me. I will ask about you, your needs, and your job. I will ask for your email address and your phone number. Why? I practice what I preach.

请联系我

当你了解了以上12个要点，你可能会有些问题，意见和忧虑或是需要一些建议。请联系我，我会问你一些问题，关于你的需求和职业。我将记下你的邮箱地址和你的电话号码。原因是我要做到言出必行。

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